

RECYCLE MORE Challenge - Interview

City of Oconomowoc residents, Catherine and Art Thurloff 08/08/06

1 - Why do you think recycling is important?

It saves land and reduces our taxes.

2 - How will recycling benefit your community, even if you don't win the challenge?

Art: There is not as much trash along the roads as there used to be. I think maybe recycling has helped that.

3 - What are some of the barriers to recycling that you've encountered?

How did you overcome them?

Catherine: Because of our age, we have some physical barriers; however, up-the-drive collection really makes it easier. When we have questions

(if we can't see the numbering code on the plastic bottles, for example), we call our daughter.

Art: I've noticed that paper bags are getting thinner and are not as sturdy as they once were.



Married for 67 years, the Thurloff's experienced the Depression and World War II when there were shortages of many items.

4 - Other than recycling, what does your family do to reduce waste?

Catherine: We have always been reusers. When moving or closing, local businesses will send all usable items to St. Jerome's Church and we make things out of them and sell at the bazaar.

Art: My grandfather used to say that we used everything from the pig but the "squeal".

5 - What do you like about the **RECYCLE MORE** Challenge?

It encourages people to try to get the most possible out of the things that come out of their homes. Dollar-wise, it helps the community.

6 - How do you plan to increase recycling at your house?

We'll continue to recycle and reuse as much as possible.

7 - If you were running the **RECYCLE MORE** Challenge campaign, how would you get people interested in recycling more?

We do a lot of reading, so we think more ads in the newspaper would get people's attention.

Find a way to attract the younger generation to recycling – maybe monetary rewards.